

Union Square, Aberdeen

Where Aberdeen happens



Annual Footfall

15.3m

Average Dwell Time

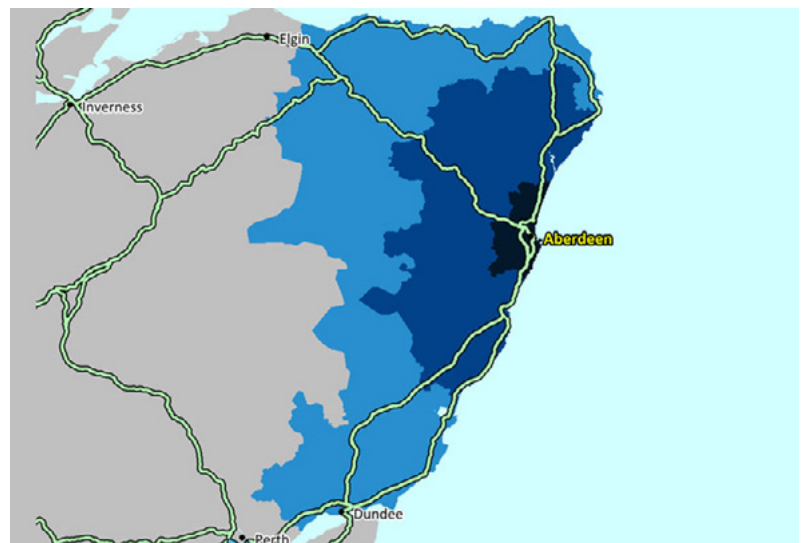
78mins

Average Fashion Spend

£75

Situated in the heart of the city, Union Square is the ideal location for the UK's biggest fashion and leisure brands. Home to more than 70 shops and restaurants, plus a multi-screen cinema, the centre is adjacent to Aberdeen station.

Catchment area



- Aberdeen is a very wealthy and fashion-conscious catchment
- 704,000 customers living within its principal catchment
- Footfall and sales growth consistently outperforming both Scottish and UK benchmarks

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Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Sat-Sun)
P1: North Atrium 10m x 12m	Located in the North Atrium with footfall from the main entrance, train and bus station. Surrounded by New Look, Krispy Kreme, Costa & The Perfume Shop.	£1,000	£3,000	£2,000
P4: South Mall 4m x 4m	Located in the South Mall next to our main car park and retail park entrance. Situated next to Krispy Kreme, Boots, Marks & Spencer & Superdry.	£800	£2,500	£1,800
EX1: External Civic Square 7.5m x 7.5m 3 Phase Power	This is our main and largest external site. This space is located in the centre's main entrance with footfall from the train and bus station.	£800	£3,000	£2,500
EX2: 3.5m No Power	External site located in our shopping park next to JD Sports, Marks & Spencer & Next. This is also near to our main car park.	£500	£1,750	£1,000

All rates are exclusive of VAT. Rates subject to increase in Nov/Dec.

Bespoke options

- Sponsorship and long term brand partnerships
- Prominent internal promotional sites
- Large external event sites
- Mall retailing and kiosks
- Car park opportunities
- Digital advertising, banners, posters and floor media
- Pop up shops and temporary retail
- Seasonal commercial events



Hammerson

Talk to us

General enquiries

unionsquare@hammersonengage.com

Portfolio opportunities

enquiries@hammersonengage.com

Find us

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Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
Digital 6 Sheet	14 Digital Advertising screens in prime walkway locations. Available in 5%, 10% and 15% Shares of Airtime over the display period. Portrait size is W1080 x H1920 pixels. Quick Time and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
Innovation Stations	Engaging interactive D6 advertising screens designed bespoke for your campaign. Case studies include screens that spray perfume, allow AR interaction or are fully themed. This opportunity is provided by JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
Lift Exterior Vinyl	Multiple lifts banks available taking visitors to the other levels including the main floors and car park. Price is for a bank of 3, same level. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make and introduction for you.	£1,512	£3,024	Included

Media engagement - Direct

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
Car Park Exit	Above the stairs exit from the Car Park into the shopping centre. Internally referred to as Crush Hall Exit this location provides a landscape branding option. Size approx 3600mm x 2000mm.	£1,500	£5,000	£650
Hanging Banner Options	Portrait large format banner opportunity, located at the main Broadstreet entrance. Size 1.5 Meters (W) x 8 Meters (H). Due to Christmas decorations the banner is unavailable November/December. This opportunity is sold direct via the Union Square team.	£2,500	N/A	£650
Hoarding Opportunities	Hoarding opportunities to vinyl shop fronts is possible. Size and dimensions vary according to the timing of the enquiry and are subject to availability. This opportunity is sold directly via the Union Square team.	P.O.A	P.O.A	P.O.A
Internal Pillar Wraps - Second Floor	Union Square internal structure is formed of multiple pillars, which are available for branding. Size approx 605mm x 1830mm.	£625	£2,500	£550
Internal Pillar Wraps on Ground Floor	Union Square internal structure is formed of multiple pillars, which are available for branding. Size approx 600mm x 2000mm.	£1,000	£4,500	£550
Internal Wall Advertising - North Atrium	A prominent position at the main entrance, for both retail and rail footfall which is available for branding. Size is comprised of 16 glazed panels 2250mm x 660mm approx. This opportunity is sold by the Union Square team direct.	N/A	£6,000	£2,000

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